



Partnerships



Founded in 1910, The San Diego Symphony is California's oldest orchestra, one of San Diego's largest cultural organizations, and is ranked with the nation's tier 1 orchestras. The Symphony offers audiences a wide range of concert experiences, including the Conrad Prebys Summer Season at the Shell, Jazz, Summer film Series (screenings with live orchestra), Broadway, Family Concerts, Free Concerts, and Jacobs Masterworks Series. We serve and shape the culture of the region as the musical heart of San Diego.

Committed to serving the whole community, the Symphony's artistic programming reflects the area's diverse population. The Symphony's Learning and Community Engagement programs serve over 65,000 people across Southern California--providing experiences for families and the community to gather, learn, and celebrate the unifying and life-changing power of music.

The San Diego Symphony offers our partners the chance to connect with an expansive and varied audience at multiple world-class venues and various media platforms. Our Corporate Partnerships team is equipped to assist brands in seamlessly integrating into live events/galas, original digital content, and the vibrant communities of San Diego.

Organizational Overview

160+ Concerts • 2 World-Class Venues • Variety of Branding Opportunities Wide Range of Programming • Audience Diversity • 400,000+ Attendees

Jacobs Masterworks

The pinnacle of orchestral excellence, the Symphony's Jacobs Masterworks series showcases timeless classics and contemporary masterpieces for a journey of unparalleled artistry and emotion.

Conrad Prebys Summer Season

Indulge in the magic of summer nights with the Symphony's Conrad Prebys Summer Season, a celebration of music under the stars at the spectacular Rady Shell at Jacobs Park. From captivating symphonic performances to vibrant pops concerts featuring renowned guest artists, this series captures the joy of live music beside the Bay in the heart of San Diego.

Guest Artists & Conductors

Our Guest Artists & Conductors program brings world-class soloists and esteemed conductors to join forces with the San Diego Symphony to deliver unforgettable performances.

World Class Artistic Programs

Special Events

Opening Night Gala

Early Fall

The year's most splendid occasion, kicking off the new season in style with VIP activities including a cocktail reception, fine dining, and a special Symphony concert.

Discovery Night

Spring

A celebration of San Diego's vibrant high-tech and biotech communities, featuring an industry honoree, relaxed networking opportunities, and a Symphony performance.

Blais Dinner

Summer

An exclusive on-stage dining experience at The Shell, where Richard Blais curates a multi-course meal paired with live music and waterfront views.

Event Sponsorship Benefits include:

VIP ticketing, including pre-concert reception and intermission lounge privileges

Recognition in the digital program (with logo)

Recognition in rotational venue signage (with logo)

Inclusion in the Symphony's Honor Roll/Logo Corral (website, digital programs, and printed programs) for one year

Sponsor recognition in materials distributed at the pre-concert reception

Complimentary parking passes



Variety of Artistic Programs

Jazz

Embark on a captivating musical journey with the San Diego Symphony's Jazz concert series, where the finest jazz artists converge to deliver electrifying performances that span the spectrum of jazz genres. From soulful ballads to energetic improvisations, immerse yourself in the rich tapestry of jazz at its finest.

Broadway

Experience the magic of Broadway with the San Diego Symphony's captivating Broadway concert series, where talented performers bring beloved show tunes and iconic musical numbers to life on stage. From timeless classics to contemporary hits, witness the vibrant world of musical theater with extraordinary performances that will leave you spellbound.

Holiday

Celebrate the joy of the season with the San Diego Symphony's enchanting Holiday series, where festive melodies and heartwarming classics fill the air with holiday cheer. From beloved carols to magical orchestral arrangements, experience the magic of the holidays in a spectacular musical extravaganza that will delight audiences of all ages.



On August 5, 2021, the Symphony opened a permanent outdoor waterfront performance venue and public park along San Diego's Embarcadero. The Rady Shell at Jacobs Park was an ambitious community project that represented a significant philanthropic investment and a historic land use partnership agreement with the Port of San Diego and the California Coastal Commission.

The Shell provides a 4,800 square-foot stage sheltered within a canopy designed with highly advanced acoustical and lighting systems. The 1.25-acre audience area provides flexible seating for as many as 10,000 listeners.

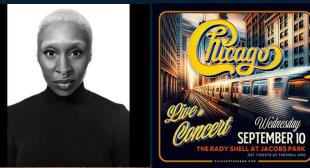
60+ Performances, April-October 250,000+ Attendees (including third party rentals)

8,500 Capacity



The Rady Shell at Jacobs Park™

POPULAR







ORCHESTRAL

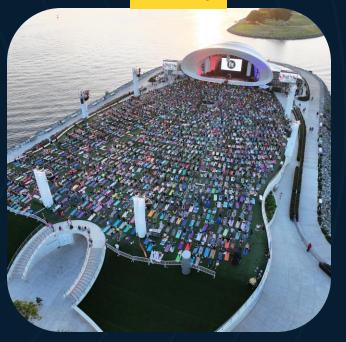




FILM



EVENTS



ON-SITE SIGNAGE

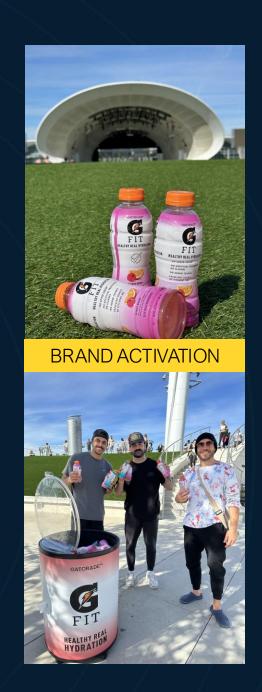


Branding Opportunities



SAMPLING & GUEST ENGAGEMENT





Branding Opportunities

ACTIVATION

- Sponsor a concert (individual or series) or special event
- On-site branded activation space
- On-site sampling at Symphony venues
- Literature distribution at Symphony venues
- Custom digital slide at all Rady Shell performances
- Sponsor recognition on the screen at the Rady Shell
- Mention as lead sponsor in any Symphony media buys that promote the sponsored concert
- Recognition of support at additional Symphony concerts and events
- Co-branded step & repeat

ADVERTISING

- Full color ad in the Symphony's digital program
- Full color ad in Performances Magazine (reaching over 65,000 people)
- Sponsor recognition in the Symphony digital and printed programs
- Sponsor recognition on the Symphony's social media channels
- Sponsor recognition in Monthly Event Emails and Know Before You Go Emails
- Linked logo placement on the Symphony's Corporate
 Honor Roll (website, monthly emails, digital programs, and printed programs)
- Linked logo placement on Symphony website
- Brand inclusion on ticket backs

ACCESS

- Backstage "meet and greet" opportunities with Symphony musicians
- Use of pre-concert VIP reception space
- Year-round access to private and exclusive Symphony donor events
- Year-round dedicated ticket concierge services
- Complimentary ticket bank to Symphony-presented concerts
- Intermission Lounge privileges
- Priority parking privileges at Symphony events

Branding Opportunities



ADS IN PERFORMANCES MAGAZINE

65,000 program books distributed monthly across major San Diego arts venues, including:

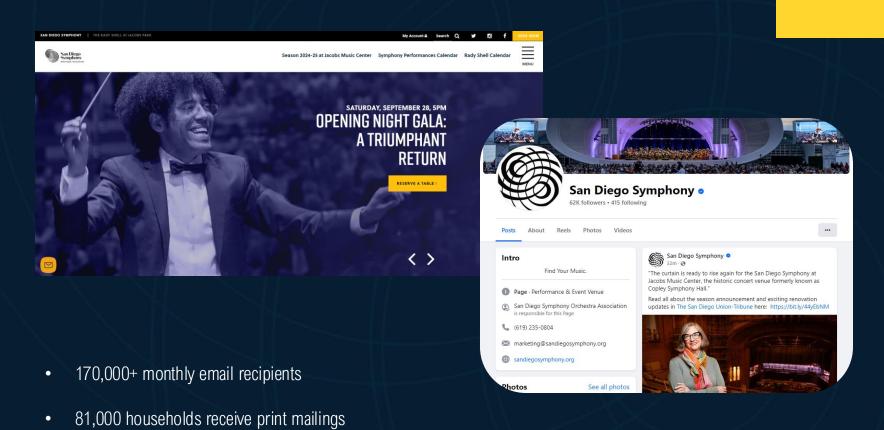
- San Diego Symphony
 Jacobs Music Center
 The Rady Shell
- Old Globe Theatre

 Sheryl and Harvey White Theatre

 Lowell Davies Festival Theatre
- La Jolla Playhouse
 Mandell Weiss Theatre
 Mandell Weiss Forum
 Sheila and Hughes Potiker Theatre
- San Diego Opera
 San Diego Civic Theatre

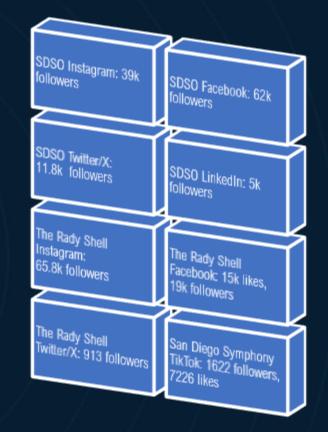
Stats and Demographics

264,000 average unique visitors per month to the Symphony/Rady Shell



AUDIENCE REACH

Social Stats



• 56,106 website generated ticket orders

website

Learning & Community Engagement

Families

Symphony Kids Series Family Concert Series Pre-Concert Lobby Activities

Music Connects

Community Tickets Community Concerts Community Service

Schools

Elementary School Program
Open Rehearsals
Masterclasses
Educator Professional Development

Audience Engagement

Currents Series Pre-Concert Talks WOW Festival

High School Ambassadors

Youth Leadership

High School Ambassadors
Impact & Innovation Internships
Youth Orchestra Coachings

Park Activation

Pride Yoga & Dance Party Free Park Concerts Health & Wellness at the Shell Art Lighting

Committed to serving the **whole** community, the Symphony's artistic programming reflects the area's diverse population. The Symphony's Learning and Community Engagement programs serve over 65,000 people across Southern California – providing experiences for families and the community to gather, learn, and celebrate the unifying and life-changing power of music.



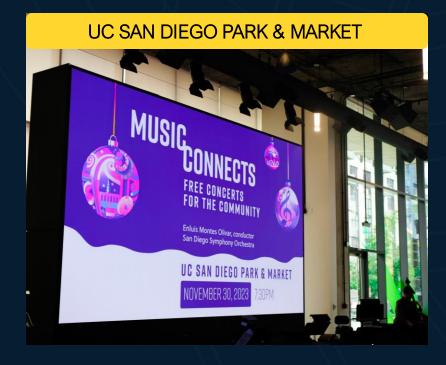
Music Connects

14 Free Community Concerts Across our Region

Over 10,000 Free Tickets Offered to the Community

- 4,500 tickets distributed to nonprofit partners to SDSO concerts
- Over 5,500 served through free Community Concerts
- 66 active nonprofit and government partners













Park Activation





HEALTH & WELLNESS ACTIVITIES



Contact Information

Casey Patterson

Director of Ticketing Services,
Partnerships and Premium Seating

(801) 557-1428 cpatterson@sandiegosymphony.org

Theresa Jones

Major Gift Officer, Corporate Relations

(850) 776-6524 tjones@sandiegosymphony.org